

## Growing demand of Content Writers in IT Companies and other areas!

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If someone enjoys reading, can play with words or S/he has the ability to put thought on a paper creatively, So well, if someone does, content writing may be the best field for them.



Traditional publishing sector is playing pivotal role in content writing services, but emerging industry like IT is also highly demanding the writing services of content writing for their website and social media and blogging etc.

As Bill Gates once said in 1996 that Content is King. It is true to say that In the present content is a, King.

The social media population is increasing day by day as 3.6 billion people were using social media across the world. As Hubspot survey shares the results that 70% of marketers invested in content marketing in 2021 year. So it can be judged that how content is essential to promote business activities.

### Growing demand for Writers in Pakistan

The demand for content writers is increasing across the globe, With the rise of digital transformation, the demand for writers in Pakistan is also growing. With the rise of digital and content marketing, businesses in Pakistan are increasingly looking for writers who can produce high-quality written content for websites, blogs, social media, and other digital platforms. Additionally, there is a growing demand for writers in the fields of education and publishing, as well as in the IT and software industries. The rise of freelancing and remote work has also opened up new opportunities for writers in Pakistan. These factors are contributing to the growing demand for writers in the country. Someone can judge the mushroom growth of Pakistani freelance writers on freelance mediums.

The demand for writers is also because the competition is increasing not only at the local level but also at the foreign level in the industry and they have to impress their customers through impressive messages. Therefore, only good and quality writers are needed. Whether it is a service industry, a product, or an online business.

### Growing demand for writers in the IT Sector

Various organizations require writers on their social media and likewise they need to update the information daily on blogs and websites.

Yes, there is a growing demand for writers in IT companies. With the rise of digital transformation, IT companies need content creators who can communicate complex technical information clearly and engagingly. This includes creating product documentation, marketing materials, user manuals, and other forms of content to help promote their technology offerings. Additionally, as companies move towards digital-first strategies, the need for high-quality digital content is increasing, further driving demand for writers in the IT industry.

Yes, the demand for writers in software houses is growing. With the increasing focus on user experience, software companies need writers who can produce clear, concise, and engaging documentation, such as user manuals, help articles, and tutorials. This helps to ensure that users can effectively use the software, and reduces the support burden on the company. In addition, software companies are also looking for writers who can create compelling marketing materials and blog posts to promote their products and engage with their target audience. These factors are contributing to the growing demand for writers in software houses.

Yes, the demand for writers in Information Technology (IT) areas is growing. IT companies and organizations require clear and concise communication of complex technical information to a wide range of audiences, including customers, stakeholders, and employees. This includes creating product documentation, user manuals, training materials, and other forms of technical writing. With the increasing importance of digital content and user experience, there is also a growing demand for writers who can create engaging marketing materials, blog posts, and social media content to promote IT products and services. These factors are

driving the growing demand for writers in IT areas.

## **Opportunities for Training Organizations for Writing courses**

If we closely watch the trends, opportunities also exist for training providing for journalism and mass communication departments. They can design the module according to the needs and wants of IT and other organizations. Therefore, the training institutes should make these qualities a part of their syllabus in the training courses. On the other hand, writers should try to develop their inner qualities so that they can create a reasonable source of income for themselves.

Yes, there is a growing demand for writers and training providers in writing. With the rise of digital communication and content marketing, businesses and organizations are recognizing the importance of high-quality written content to engage with their target audience. This has led to an increasing demand for writers and training providers who can help individuals and organizations improve their writing skills and produce effective written content. Additionally, the growing trend of remote work and freelancing has created new opportunities for writers and training providers in writing. These factors are contributing to the growing demand for writers and training providers in writing.

## **Why is content so important for business activities?**

Every business organization has to inform their customers regarding updates and technology and other useful information through website, email and social media. In this context only quality writers can help those organizations.

## **Demand for Skills Set & other Characteristics by IT Industry**

Various organizations associated with the IT industry require writers to have the following skills and qualities that they should possess. They recruit on-site and online. Every day Organizations have to update their information on their blogs, websites and as well as to run their campaigns across social media. Most organizations are demanding the following skills to promote their business at local and international levels.

Companies demand that candidates /writers should possess the following skill sets:

- Ø Create findable, readable, understandable, actionable, and shareable content for different web properties and company blogs
- Ø Ability to make content strategy across web, social, campaigns, PR, and print media
- Ø Familiarity with article and blog writing
- Ø Writing new articles/ magazines
- Ø Product specifications
- Ø value-added, engaging and reader-friendly blog writing
- Ø SEO-based writing
- Ø Optimize content using SEO best practices
- Ø Working knowledge of fundamentals of SEO and keyword research
- Ø Conduct simple keyword research and use SEO guidelines to increase web traffic
- Ø Use target keywords to write search-engine copy
- Ø Copy Writing
- Ø Press Releases
- Ø E-Books
- Ø Info graphics
- Ø Guest blog
- Ø Write scripts for video adverts and podcasts
- Ø Product descriptions
- Ø Flyers brochures
- Ø To support the PR campaign

- Ø Devising content strategy across web, social, campaigns, PR, and print media
- Ø Ability to work with marketing teams and Content Department with a pool of Writers
- Ø Handling marketing campaigns
- Ø Marketing copy to promote products/services
- Ø Create new content to assist marketing campaigns
- Ø Script writing for Tick Tok, YouTube and marketing campaigns
- Ø Write well-researched and creative content for multiple platforms including social media, websites, software manuals
- Ø content strategy across web, social, campaigns, PR, and print media
- Ø Understand, plan, and coordinate integrated marketing campaigns around video case studies, podcasts, and webinars
- Ø To ideate and develop digital or video ideas with the content and marketing teams when required
- Ø Create new content to assist marketing campaigns Writings
- Ø Engaging customers through captions in Basic and Advance English Language, flawless writing grammar error-free
- Ø Proofreading & Editing skills
- Ø Content Management System (Word Press)
- Ø grammar, and editing abilities
- Ø Strong written and verbal communication skills
- Ø Producing quality content writing
- Ø Creative and Technical Writing
- Ø Carry out analysis of relevant industry themes, topics, and keywords to identify gaps where we can add value
- Ø Attention to detail, can think of out-of-box ideas
- Ø Research ability regarding industry-related topics
- Ø Write convincing, easy to read and concise email copy that motivates readers
- Ø Create content and ideas for social media graphics

Ø Promotion of content using different social media

Anyway, these are the top lines that were generated from different social media and Jobs advertised on different mediums. The content writers should be well-versed in these areas. They can offer or sell their skills directly to the organization to explore more opportunities.

The demand for writers in IT institutions is increasing day by day and this is proved by the online advertisements on various social media. So writers can find their job careers in these institutes.

### **Scope of Content Writers other than the IT Sector**

Apart from the IT sector, there are many industries where the demand for writers is very high. Many articles can be written on this. I can also look for opportunities in my writing.

Writers can explore opportunities in the following industry and sectors.

- Ø Media Industry
- Ø Marketing agencies
- Ø Free Lance
- Ø Travel and Tourism Industry
- Ø Fashion and Grooming
- Ø Culinary Industry
- Ø Technical Industry
- Ø Science and Scientific Writing industry
- Ø Public relations
- Ø Real Estate Industry
- Ø Finance-related institutes
- Ø Recurring agencies
- Ø Fitness and wellness sector

More other areas of writing can be explored! So it can be said that content writers are in demand these days.

### **Scope for Writers / Future of the Content Writing Industry**

The writing industry is booming. In terms of writing, the future of the writer is very bright, but in this regard, the desire to write through artificial AI is increasing in the world. For example, chat GPT and other AI tools, which is losing the element of creativity, but the demand for quality writers will

always remain. Because, of course, human input is always needed. Writing always requires emotions, and subtle feelings, So machines cannot fulfill human skills.

It can be observed that there are opportunities for writers as well as training providers.

Second, it also shows that writers can learn new things and software and new dimensions of writing by keeping themselves aware of their needs. So writers can also create a source of reasonable income. So skilled writers will be in demand always. So you can develop your career in the growing writing field if you possess above mentioned required skills.

**About the author:** The writer is a freelance writer. He also writes on different topics from social to business and Islamic topics. In the past, have worked with known research organizations like Gallup Pakistan, Oasis, and the Institute of Research in the past.